

OFFER VARIANCES

REPORTING

CONTENT
FORMAT ➤

	APPLE iPad <i>Replica and Non-Replica</i>	B&N NOOK <i>Replica and Non-Replica</i>	AMAZON Kindle <i>Replica and Non-Replica</i>	NEXT ISSUE <i>Replica and Non-Replica</i>	ZINIO <i>Replica and some Non-Replica for iPad</i>	GOOGLE <i>Replica and Non-Replica</i>
Single Issue	Yes	Yes	Yes	Yes	Yes	Yes
Monthly Access Subscriptions	Yes	Yes	Yes	Yes	No	Yes
Annual Subscription	Yes	To Come	Yes	No, but has all access pricing	Yes	Yes
Free Trial Offer w/ Delayed Charge	Yes	Yes: 14 days	Yes: Trial period varies	Yes: 30 days	No	Yes: 14 day
Print Authentication for Free with Paid Print	Yes	Yes	Currently allows free digital for print subs via previous Amazon purchase	Yes	No	To come
Back Issues	Yes	No	Yes	Yes	Yes	Yes
Renewal Information	Some	Some	Yes	Some	Some	Yes
Payment Sent to Home Office	Yes	Yes	Yes	Yes	Varies	Yes
Shares Email Address	Some: Has opt-out	Yes	Some: Has opt-out	Some: Has opt-out	Yes	Some: Has opt-out
Shares Full Information	No, but now has masked customer ID# that is available retroactively	Name and Address	Addresses, with opt-out on email	No	Name and Address	Has consumer info on subs, not single issue
Customer Unique ID	Yes, masked	Yes, across products	Subscription ID only	Yes	Yes	Yes
Customer Info on Single Issue	Yes	Yes	Yes	Yes	Yes	No
Automated Access Report Platforms	Some	No	Some	No	Pushes reports to publishers	To come
On-Demand Manual Reports	Yes	Yes	Yes	Yes	Pushes weekly reports by email	Yes
Retention and Reconciliation Tracking	No	No	No	No	No	No
Reports to ABC	No	Yes	No	Has reports to help	Has reports to help	TBD